



PACIFIC GROVE
CHAMBER OF COMMERCE
& TOURIST CENTERS

Pacific Grove Chamber of Commerce
Hospitality Improvement District Meeting Notice
Tuesday, June 20th from 3:00 to 4:00 p.m.
Tourist Information Center
100 Central Avenue, Pacific Grove, CA 93950

AGENDA

1. Welcome & introduction of new innkeepers
2. Approval of below agenda
3. Public comments
4. Discuss and approve a recommendation to the Council that all events that require a City permit will include Pacific Grove in the name of the event or in the subtitle
5. Update on upgrading the lodging establishments' digital footprint
6. Discuss winter promotion in VIA magazine, December 2017-March 2018
7. Receive a presentation by Big Sur International Marathon on booking guests during events
8. Report on campaign by SF Gate and review research data
9. Discuss replacement of HID member Victoria Arroyo
10. Closing remarks
11. Adjourn

HID Advisory Board

Ed Flatley (Seven Gables Inn) term expires June 30, 2018

Victoria Arroyo (Monterey Peninsula Inn), term expires June 30, 2018

Tim McGill (Asilomar Conference Grounds), permanent

Robert Boerner (Pacific Gardens Inn), term expires June 30, 2019

Amrish Patel (Centrella Bed & Breakfast Inn), term expires June 30, 2019